

## 2016 Media Kit

  
CAPE COD  
MEDIA GROUP



## Welcome to Cape Cod Media Group

In a world of increasing advertising options, newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market's competitive media landscape.

Cape Cod Media Group is a multimedia company serving residents of the Cape Cod

area in Massachusetts. The group provides news and information through its daily newspaper the Cape Cod Times, its weekly newspaper the Barnstable Patriot, website CapeCodTimes.com, as well as numerous other websites, including CapeCodOnline.com, CapeCodWORKS.com, and CapeCodRealEstate.com.

Cape Cod Media Group is continually expanding its product lineup from the daily newspaper and website, to other products and services such as Propel Marketing, a leader in digital marketing.

**Cape Cod Media Group is proud to be part of GateHouse Media.**





The U.S. economy continues to improve and local markets mirror this progress. Here are some of the top trends:

### The Real Estate Market

In addition to recent increases in home sales, the median sales price has

**increased**  
over the past few years.

Source: Zillow Research, Jan-June averages

#### Median Sales Price of Homes

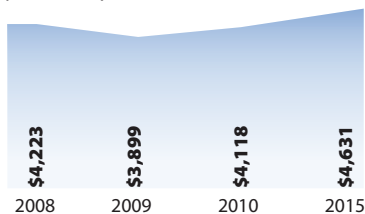
2012	\$333,500
2013	\$335,167
2014	\$352,000
2015	\$363,500

### Retail Sales

Retail Sales have been on an

**upward**  
**trend.**

**Annual**  
**Retail Sales**  
(in Millions)



Source: Woods & Poole Economics, Inc., Barnstable County



### Unemployment

The unemployment rate has been

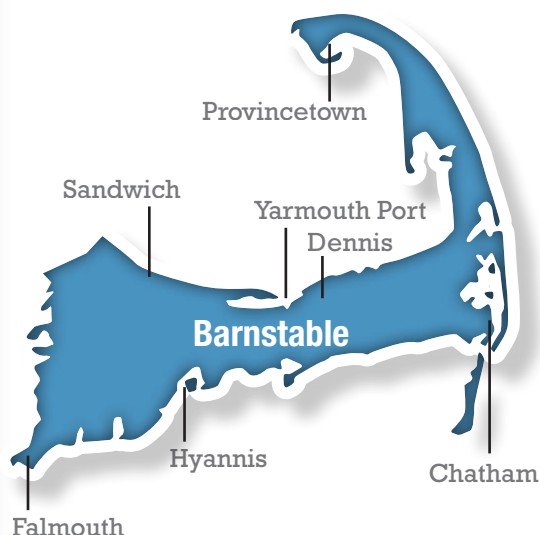
**steadily decreasing.**

**We can help guide  
your business**

through these positive trends and take advantage of the improving economy by reaching your most desirable potential customers.



# Market Profile Barnstable County, MA



Total Population  
**214,727**

Total Households  
**96,184**

Average Household Income  
**\$81,074**

## Total Adults 180,184

### Gender

Men	84,785	47%	<div style="width: 47%;"></div>
Women	95,399	53%	<div style="width: 53%;"></div>

### Age

18-34	34,163	19%	<div style="width: 19%;"></div>
35-44	19,390	11%	<div style="width: 11%;"></div>
45-54	29,500	16%	<div style="width: 16%;"></div>
55+	97,131	54%	<div style="width: 54%;"></div>

### Education (adults age 25+)

College Graduate	81,086	49%	<div style="width: 49%;"></div>
Some College, no degree	33,275	20%	<div style="width: 20%;"></div>
High School Graduate	40,574	25%	<div style="width: 25%;"></div>
Other	9,662	6%	<div style="width: 6%;"></div>

## Total Households 96,184

### Home Ownership

Own	74,483	77%	<div style="width: 77%;"></div>
Rent	21,701	23%	<div style="width: 23%;"></div>

### Household Income

Under \$35,000	27,256	28%	<div style="width: 28%;"></div>
\$35,000-\$49,999	12,482	13%	<div style="width: 13%;"></div>
\$50,000-\$74,999	17,596	18%	<div style="width: 18%;"></div>
\$75,000+	38,850	40%	<div style="width: 40%;"></div>

### Children at Home

21,438	22%
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Source: 2015 Nielsen, Barnstable County



## Consumer Expenditures

Total Annual Consumer Expenditures  
for the Market  
(in millions) **\$5,708**

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$393
Contributions	\$202
Education	\$263
Food at Home	\$601
Food Away from Home and Alcohol	\$449
Health Care	\$617
Household Furnishings & Appliances	\$260
Housing Related Expenses	\$611
Personal Care Products and Services	\$111
Pet Expenses	\$74
Sports & Entertainment	\$667
Transportation & Auto Expenses	\$1,099

Source: 2015 Nielsen, Barnstable County

Average Annual Consumer  
Expenditure (per household)  
**\$59,344**

**Cape Cod Media Group will help  
you increase your sales.**

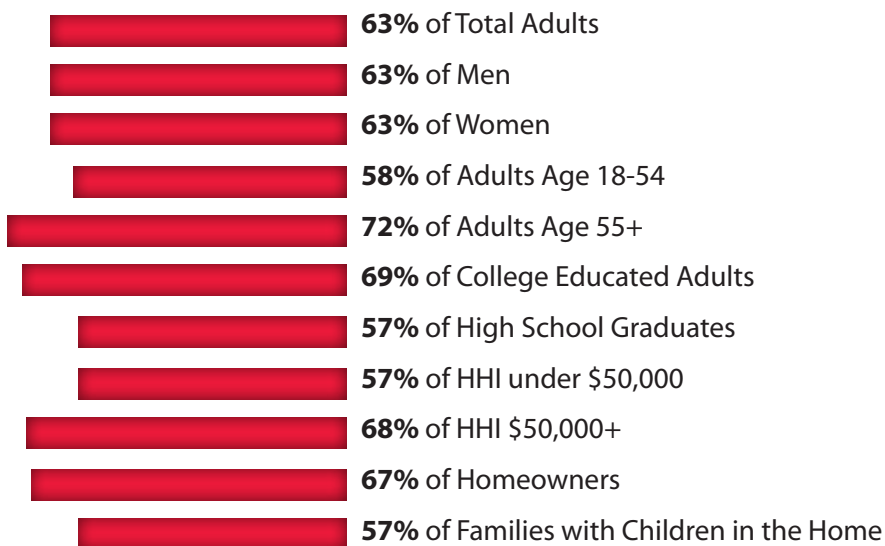




# Reach

Newspapers  
deliver  
**6<sup>out of</sup>  
10**  
shoppers.

## Print & Digital Reach



Source: Scarborough 2015 R1, Total adults; INA+ Audience (past 7 day print, past 30 day digital)

## Digital Traffic

**CapeCodTimes.com**

Average Monthly Traffic

**Page Views** 3.6 Million

**Unique Visitors** 818,100

Source: Google Analytics, Jan.-Aug. 2015

Cape Cod  
Media Group  
**reaches**  
your most profitable  
customers.



Cape Cod Media Group  
is the **one source**  
for your customized solution.



## PRINT PRODUCTS

We offer a large variety of print products and other creative solutions to grow your business:

- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

**We deliver**  
shoppers to your business.

## DIGITAL SOLUTIONS

CapeCodTimes.com  
Propel Marketing



Propel Marketing

# Nobody Delivers Digital Marketing Like We Do.

Propel connects businesses with the people who matter most -  
**their customers.**

**Propel Marketing** is a one-stop shop for all your online marketing services. We help our customers improve their bottom line by providing cutting-edge digital solutions and industry best practices.

With a full array of online marketing solutions, we can create the perfect mix suited to boost your business.

Some of our services include:

- *Responsive Website Design*
- *Social Media Management*
- *Centralized Dashboard*
- *Call Tracking*
- *Reputation Monitoring*
- *OnTarget - Display Advertising*
- *Search Engine Marketing*



WEBSITES. MOBILE. SOCIAL. LISTINGS. SEARCH. SEO. REPUTATION.

Partnered with

**PROPEL**  
MARKETING

[www.propelmarketing.com](http://www.propelmarketing.com)



## WHAT WE DO

As digital solution specialists, we provide you with access to technology and resources that may be impractical for a smaller company to tackle on their own. We provide better data and results, delivered with continued support for your company's success in the ever-changing digital landscape.



### RESPONSIVE WEBSITE DESIGN

**Create the best user experience on all devices.**

Say goodbye to spending money on multiple website updates. This cutting-edge technology provides one website that adjusts to the size and resolution for every device - automatically! Get all the features you need on one platform.



### MOBILE WEBSITE DESIGN

**Customers should be able to find you from anywhere.**

Today, more local customers are searching for your business with their smartphones. Are you losing customers searching for your business on the go? Give customers anywhere access to your website while generating more business for you.



### LOGO CREATION

**Make a strong impression.**

Help your business become more credible and visible to potential customers with professional Logo Creation. Create consistent branding across all platforms and stand out from your competitors with a unique logo design.



### E-COMMERCE

**Manage your store from anywhere.**

Build, manage, and grow your online business with E-Commerce. With the ability to reach customers 24/7, you can expand your geographic reach, drive website traffic, gain more potential customers, and eliminate missed revenue opportunities to boost your bottom line!



### SEARCH ENGINE OPTIMIZATION

**Shine brighter than your competitors.**

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your website.



### LIST OPTIMIZATION

**Get listed. Get found. Get customers.**

Are you losing customers due to incorrect contact info? Get more customers by increasing your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



### SEARCH ENGINE MARKETING

**Shine in the right places.**

Go from outdated to updated - search engines are the new yellowpages. Search engine marketing drives the right customers to your business and turns searches into revenue.



### ONTARGET - DISPLAY ADVERTISING

**Shine a spotlight on your business.**

Spend your advertising dollars where they count the most. Display advertising helps place your business in front of consumers where they spend most of their time: the web.



### RETARGETING

**Regain lost customers.**

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchase. Now you can keep in touch and stay relevant to your customers throughout their buying decision.



### DIRECT EMAIL

**Reach the right people at the right time.**

Build your email marketing campaigns and expand your customer base! Using your most current data ensures your campaigns reach active and high-quality leads. Direct Email will help to micro-target your audience and provide you with real-time email metrics.



### FACEBOOK ADVERTISING

**Reach Your Target Market and Expand Your Audience**

Reach the exact audience you want with targeted ads, increase your online presence, and build brand recognition. With organic reach decreasing and the competition stiffer than ever, there's never been a better time to get started with ads on Facebook!



### SOCIAL MEDIA OPTIMIZATION

**How many places do you shine?**

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



### REPUTATION MONITORING

**Know what your customers are saying about you.**

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online.



### CALL TRACKING

**Bring your business out of the shadows.**

How do you know your marketing strategy is working? Today, more than ever, phone calls are still one of the best sources of quality leads for your business. Now you can shed light on what leads you gain on and off line.



### INTERACTIVE VIDEO

**Make an impact in less than a minute.**

Interactive Videos are the easiest way to make an impression in a short amount of time, effectively marketing your services. Engage your customers with customized, interactive content for maximum optimization and conversions.



### LIVE CHAT LEADS

**Make website visits matter more.**

Now your business never has to close its doors! Let us deliver 24/7 instant gratification to web visitors by connecting them to a live person with no wait times. Engage more visitors online, off the phone, and easily convert them into leads. Live Chat offers immediate ROI!

Partnered with

**PROPEL**  
MARKETING

# Creative Solutions

Solutions to Build Your Brand and Your Business.

**Who we are:** Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in print ads, rich-media ads, construction of landing pages, email campaigns, mobile ads and other contemporary digital platforms.

Magazine ads

Newspaper ads



Sales collateral

Email ads

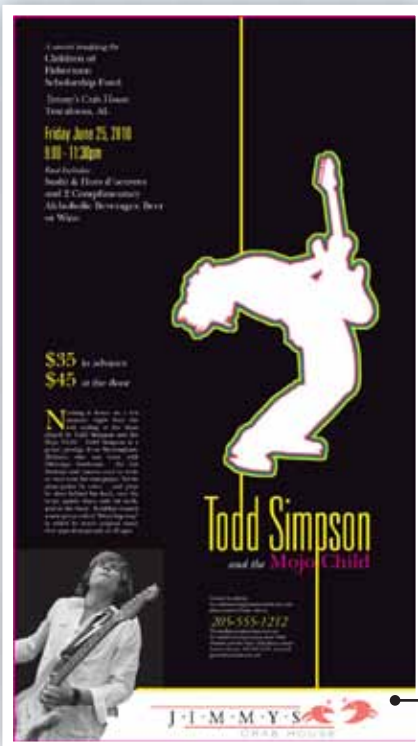
Native advertising





**What we do:** In addition to advertising design, Creative Solutions can create marketing materials for just about **any type of print or digital campaign**. Sales collateral, sales flyers, posters and newsletters can build brand identity to reach your consumers.

And for commercial printing needs, we handle everything from design and production to inserting or mailing your piece.



Direct mail

Posters

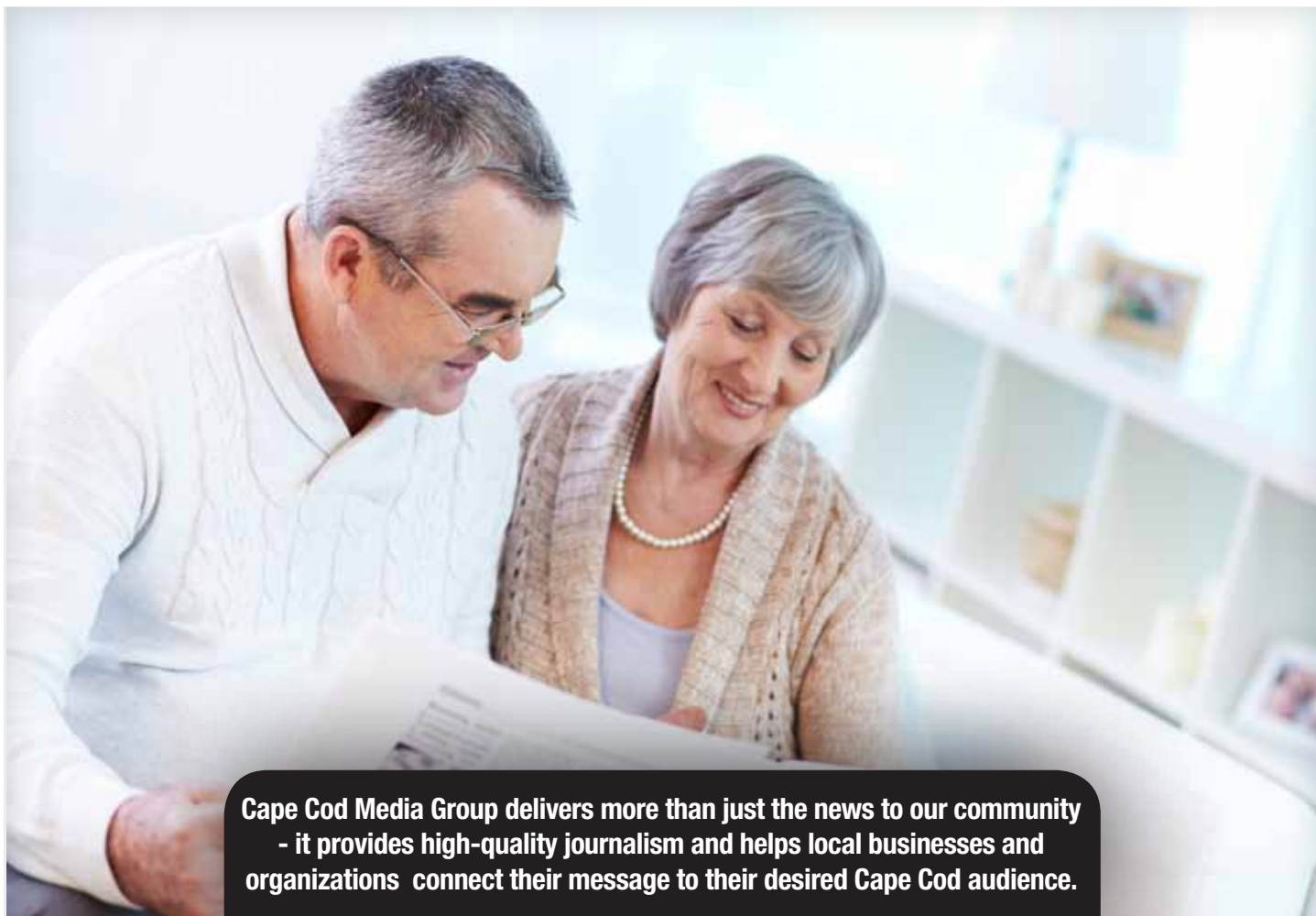
Digital ads

Inserts

Rich media







Cape Cod Media Group delivers more than just the news to our community  
- it provides high-quality journalism and helps local businesses and  
organizations connect their message to their desired Cape Cod audience.

## Nobody delivers like Cape Cod Media Group.

### How to Reach Us

**CapeCodTimes.com**

319 Main Street • Hyannis, Massachusetts 02601

**(508) 775-1200**

Classified Advertising: (508) 775-6201

Subscriber Services: (800) 286-2233

Newsroom: (508) 862-1232

Barnstable Patriot: (508) 771-1427

